

Women's Newest Autumn Apparel

*Showing of New Fall Frocks
Is a Good Prediction of
the New Fashions and
They Are Meeting
With the General
Approval of All
Womankind.*

Since M. & K. first announced its early presentation of early fall styles in women's wear hundreds of tri-city women have taken advantage of the opportunity to get an early glimpse of our beautiful and very extensive line of serge dresses, afternoon frocks as well as evening dresses and that these models and the big line of suits and coats and skirts is truly unusual is the avowed opinion of all who have inspected our big showing.

Those who have been anxious to know just what the fashions were to be are satisfied of the extreme popularity of the serge dress. It is not only smart and suitable for all sorts of occasions but is becoming to all styles and types of women. Everywhere the work is that "serge dresses will lead for fall" and besides the especially good navy blue. Our new display shows them in brown, burgundy, black and green. The Moyen age lines and the fitted effects, the tight fitting bodices, are both good and coat styles are also being shown in combinations with loose belts. Large box pleats are decidedly favored and nearly every dress has a collar of white satin or Georgette crepe. Many show collars of the self-material and there are some pretty models with collars of leather and broadcloth. Prices range from \$9.95, \$14.95, \$16.95, \$25 and up.

There is also a popular demand for the afternoon frocks of satin, fancy silks, most all of which are being shown in dark, rich colors which are relieved by the use of iridescent bead designs or by yarn or chenille embroidery and braiding and chain stitching in fancy patterns. Such reliefs adorn the belts or the pockets and often the collars while they are also pretty in skirt bandings. These frocks can be had for as low as \$14.95, \$22.50 up to \$25, while the more exclusive models range in price from \$30.50 to \$50.

Whatever changes have come in the styles in suits and dresses nothing is so marked as the new style in separate coats and their great width. Fashioned by Bolivia, broadcloth and novelty materials they are wonderfully attractive and while some hang in great rippling lines from the shoulder some are more conservative and are more conservative and are prettily belted. Many of the smartest models have collars large enough to fall over the shoulder in cape and sailor effects and in many instances the collars are trimmed with wide bands of fur. Fur bands at the bottom of the garment and on the cuffs is also a feature. The prices are equally attractive and are priced at \$14.95, \$16.95, \$19.95, \$25, \$35 and \$60 up. The Plush coats promise to be extremely popular and we have a truly wonderful line to offer in models which we are asking as little as \$19.95 and they range in price from \$25, \$39.50, \$45 up to \$50.

Our most exclusive suits are the result of the wonderful art of unusual designers and they come in pussy ear broadcloth, chiffon broadcloth, imported broadcloth, novelty velours and are priced as low as \$25 and range in price to \$95.

We invite you to call and see what we have to offer and we promise that you will be satisfied that we have a very individual, stunning, smart line to offer our patrons.

The M. & K. Clothing Store ROCK ISLAND Grows With the Tri-Cities

As Rock Island, Moline and Davenport have increased in population and facilities so has the M. & K. store grown in popularity and made great strides in maintaining the confidence of the public and its leadership in the clothing business.

The M. & K. clothing organization is one of the best of its kind in the country and its success may, in a great measure, be attributed to the knowledge of the clothing business as well as to the reliable methods, a constant effort to give merchandise of quality at honest prices.

We Have Added More Room Enlarged and Improved Our Clothing Departments to More Than 15,000 Square Feet

To meet the demands of our increasing business and growing popularity we have found it necessary to re-equip our clothing department and to newly equip our third floor, giving us more than 15,000 square feet devoted to our men's and boys' clothing department, making it now twice as large as any store of the kind in the tri-cities. In adding more room we also expect to add hundreds of new friends and customers to our loyal army of regular patrons.

Our Great Fall Stocks Are Twice as Big

As one of the largest clothing institutions in the country we were in close touch with the market conditions and realized that the woolen market and clothing market were steadily advancing and therefore placed the largest clothing orders in our history, in fact twice as big as ever before. This foresight on our part will benefit our patrons for we are able to offer them high grade clothing at prices no higher than in the past.

Our great fall clothing stock is ready to meet every possible demand of style, utility and price.



The Largest, Best Equipped, Best Stocked and Best Manned Clothing Store is Better Prepared Than Ever

The M. & K. clothing store of Rock Island is ready to show you better assortments, better styles and better values than anywhere else. The famous Hart Schaffner & Marx and other leading clothing lines are shown here in larger and greater varieties including everything that is new in clothing for men who like conservative clothes as well as for young men who want the smartest and latest. Our men's and young men's suits range in price from \$15 for good all-wool clothes and by easy stages run from \$18, \$22, \$25 to \$48. Whether it is a suit for young man or older you can find the correct style at the right price. Also overcoats in all the new fall and winter styles from \$15 to \$75.

Time to Lay in Your Supply Fall and Winter Shirts, Neckwear and Hosiery

Neckwear at 50c and \$1 up. Shirts at 50c, \$1, \$1.50 to \$5. Hosiery at 10c, 15c, 25c, 50c and \$2. Underwear \$1 to \$5. Men's shoes at \$3, \$3.50, \$4.

School Clothes We Are Proud of FOR BOYS' MOTHERS WE ARE PROUD OF



M. & K.

Rock Island

All Ready for school boys? You must not fail to see what M. & K. has to offer in school apparel in its boys' department before you decide on your school outfit for we've a fine lot of mannish looking suits in splendid weaves and qualities that can not be overestimated. We have seen to it that the prices are the very lowest while the materials and styles are of the very best.

To tell the absolute truth, boys, our suits are suits that are right in every particular. They are designed along the smartest lines that please the growing youngsters and have all the newest kinks in the way of half-belted and plain backs or the popular pinch-back models as well as the ever popular Norfolk type of suit.

Boys' Department Newly Equipped, Case After Case Filled With Smartly Tailored Boys' Suits

Our suits will make the boys smile with genuine satisfaction and you will be equally happy when you know that we can show you suits at \$2.95 and \$3.95 and extra in values with extra pairs of trousers at \$5 and \$5.98 and ranging in price to \$6.50, \$7.50, \$7.90, \$8.50, \$10, \$12, \$12.50, \$13.95 to 15.

Our immense showing includes an excellent line for boys from shirts for juvenile to those for boys from 6 to 18 years.

Blouses for school wear in all the favored stripes and plain materials for only 50c.

Shirts in stripes and plain colors at 50c

and those in a better quality and with detachable collars at \$1.

Our snappy line of rah rah hats for 50c is attracting the attention of the boys who like this style and we have a big line of caps in plaids, novelty worsteds and plain blue serge at 50c.

Corduroy trousers, the boy-proof sort, are selling for \$1 and \$1.50.

Our boys' shoes are the kind that look dressy and wear like iron and we have them at prices ranging from \$2 to \$2.50 to \$2.75 and \$3 and \$3.50. Shoes of patent leather and dull tops and shoes of genuine gun-metal in both lace and button styles.



Classy Shoes for Men at a Wide Range of Prices

We are particularly anxious that young men and older men as well should realize that the M. & K. shoe department can show the best and largest assortment of shoes in this community.

In men's shoes we have the kind that wear and give perfect satisfaction at prices ranging from \$3 to \$4, \$4.50, \$5 and \$7 a pair.

For those who particularly desire the Edwin Clapp shoe, acknowledged to be the finest shoes made in the world, we have handsome styles priced at \$7.50 to \$9.

